

Editorial Page

Right to Advertise

Advertising, which had to be coupled with the nation's industrial brilliance to make America the great country it is, has been undergoing some criticism from various quarters the last couple of years. Much of it comes from do-gooders, both in and out of government, college professors and that ilk—most of whom could not hold down a job in industry and are so theoretical that they have a hard time balancing their checking account.

The State of Ohio has just taken a positive approach to the advertising problem, and we think its legislators are to be highly commended. A new law there establishes the right to advertise without having state agencies regulate truthful and acceptable advertising.

It provides a number of safeguards to which newspapers have been favorable a long time. For one, persons licensed under state law will have their license suspended if convicted of false or fraudulent advertising. Another portion provides for a fine and/or 20-day jail sentence for untrue or fraudulent advertising. Newspapers and the legislators both hope that Ohioans who become the victims of false advertising will now realize they can help counter-act such advertisers by reporting them and taking appropriate action.

There are federal regulations on false and misleading advertising, and the Better Business Bureau, has helped valiantly. A good strong law like this is needed in every state, for present procedures are cumbersome and lengthy.

In the Detroit metropolitan area there is definite need for such a law. The Enterprise regularly turns down certain types of advertising, and often checks with the Better Business Bureau, but we likely miss some now and then.

But the Ohio law has another excellent result, we think. In many states various state associations, such as lawyers, funeral directors, optometrists, physicians, even chiropractors, have inflicted advertising bans on their members, or restrictions so tight they may as well be bans. Expulsion from the association is often the penalty for a member who advertises. The Ohio law favors greater freedom of enterprise and competition and encourages good, truthful advertising. It ends those bans.

There is a basic truth here. Anyone who sells any products that can legitimately be sold by law, should be allowed to advertise that product or service. Pervert-dry don't think whiskey should be advertised. It is entirely legitimate to sell it in most states. So why can't it be advertised? Opium can't be sold, but if it could be sold legally, we'd have to feel that it also could be advertised.

In this country so many petty restrictions have grown up, so many small liberties taken away gradually by government and do-gooders, that we are growing soft and unthinking. Perhaps Khrushchev's visit will wake up some people to our softness and unwillingness to fight for principles. We certainly hope so. The positive approach to advertising freedom and truthfulness is one small way we'd like to start.

Rhode Island has the greatest population density of any state and the highest proportion of industrial workers.

The Farmington Enterprise

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What's New With OUR NEIGHBORS

BIRMINGHAM—The Birmingham police department was continuing its investigation this week into the Seashore high school vandalism in an effort to find the parties who ransacked the library, home economics rooms and boiler room over the previous weekend.

"The damage to the school was the worst I've seen in 17 years," said police Lt. Robert Schulte.

The vandals entered the school through a study hall window and started their destruction there by ripping pages out of dictionaries. They then made their way to the library where they smashed paste and ink bottles on the tables and sprayed a plastic book-cover coating over numerous items in the room.

A five year record in the form of index-cards was, done, phonograph records were smashed, books were pulled from the shelves and paper records scattered.

Oil was poured on plants and tables in the home economics kitchen and food stuffs scattered around the floor.

A few tables were found floating in the school's swimming pool.

PLYMOUTH—Recreation swimming for the entire family has opened a new season at the Plymouth senior high school. The pool is open from 7:30 to 9 p.m. and the cost for swimming is 50c for adults and 25c for children.

Five nights a week the pool is open to some segment of the public. Hours are from 7:30 to 9 p.m. and the cost for swimming is 50c for adults and 25c for children.

Monday is Family Night; Tuesday, Mother and Daughter night; Wednesday, Father and Son night; Thursday and Saturday, open swimming nights.

—The Plymouth Mail

LIVONIA—A decision to use funds from the 1959 bond issue to build the academic portion of a junior high school for Section 11 was taken by the Livonia Board of Education at its last regular meeting.

The building is urgently needed to relieve overcrowding at the Riley Junior High School which now has 1,125 students in a building designed for 750.

Architects were instructed to prepare plans and specifications for as much of the building as can be constructed with \$850,000 provided in the bond issue. Preliminary plans had been approved previously for the building which will be located at the southeast corner of Merriman and Cedar streets.

The Board also instructed architects to complete plans for finishing Nankin Junior High so that construction can be carried out as soon as funds are available.

—The Livonian

DEARBORN—The recent tragic death of two Dearborn boys in a local brick yard September 5 touched off the bitterest name calling free-for-all in years at the City Council meeting last week.

The rough and tumble political infighting of councilmen, Mayor Orville L. Hubbard and spectators, which at times was blasphemous and chaotic, shocked even hard-bitten residents of the city's south end.

The trouble began in a quiet way when residents of Routh neighborhood about 40 presented a list of 11 things they wanted done to protect themselves from alleged safety and health hazards resulting from operations at two adjacent brick yards and an asphalt plant.

Major request among the 11 made was that the Mercer Brick Yard be forced to put a fence all the way around its property to keep neighborhood children out. The Mercer yard was where the two boys were crushed to death by bricks.

The boys also asked for fences around the Levy brick yard and the Cadillac asphalt grounds.

Councilman John Bajer, Jr., charged Mayor Hubbard with trying to convert the south end into a hot exchange of words. Hubbard called Bajer a "loudmouth" and "two-faced double-crosser."

Bajer also stood face-to-face with another councilman and defied him to have him thrown out of the council meeting.

—The Dearborn Press

NORTVILLE—The future of Northville's Community General Hospital, newly opened only a couple of weeks ago, came suddenly grim last week with the revelation that it might not qualify for full Blue Cross membership.

Without full Blue Cross support it is extremely doubtful that the hospital could continue operations.

—The Novi News

THE INVISIBLE PICKPOCKET



MICHIGAN MIRROR • ELMER WHITE

Oversight by Our Legislature Further Delayed School Aid

A FAMILIAR ALARM was sounded as classes opened this fall for 1,556,000 public school students.

The schools were short of money, teachers and classrooms.

The situation was especially critical this year because there was a delay in adoption of a school aid bill. There was further delay when a flaw in the bill was discovered after the Legislature had passed it and recessed.

Even without the mixup in school aid there was enough to cause concern among school officials.

Dr. Lynn M. Bartlett, state superintendent of schools, said Michigan is short nearly 8,700 classrooms. "In spite of tremendous financial efforts by Michigan citizens,"

Bartlett said schools will have to spend about \$1,200,000,000 by the fall of 1961 to catch up on classroom construction needs.

Crowded classrooms and half-day sessions faced some students. Also facing students were 9,000 teachers who held special certificates that allow them to teach on a temporary basis even though they do not meet desired standards.

Smaller districts who held special certificates that allow them to teach on a temporary basis even though they do not meet desired standards.

Student enrollment increased by about 70,000 from last year. But there were fewer school districts.

The number of school districts decreased the past year by 214, bringing to 2,286 the number of districts.

Smaller districts banded together to form large districts and other small districts annexed to larger ones.

The consolidation can't go fast enough for Bartlett. He backed a bill in the legislature that would have hastened school district consolidation. It failed to pass.

BACK-TO-SCHOOL movements signaled the end of the summer tourist season.

The Michigan Tourist Council was hopeful the season would gross \$50 million dollars, which would be given to eligible high school seniors and graduates on Dec. 12, it was announced recently.

Application forms are available at high schools, colleges, Navy recruiting stations and from Chief of Naval Personnel, Department of Navy, Washington 25, D. C. Applications may be submitted now.

The program is designed to supplement the officer output of the Naval Academy. The NROTC system makes it possible for a young man to earn a regular commission while studying at the civilian college of his choice.

High school seniors and graduates between 17 and 21 are eligible. Applications may be filed at recruiting stations or by mail to Washington, D. C. Naval Recruiters have additional information.

The exam will be given on Dec. 12. Applications must be in by Nov. 14.

Bill Conroy Does Too!
Phone GR. 4-3511

The Old Timer

The Tourist Council is spending \$200,000 for advertising to emphasize the state's year-round attractions.

A successful instrument in promoting Michigan's new tourist industry was the annual special ceremonies at the Michigan State Fair.

Looking Back Thru The Enterprise Files

25 Years Ago
Sept. 20, 1934

Bank Accepted
Farmington State Bank is now a member of the Federal Reserve system. Bank officials were advised this week. The appointment becomes effective immediately, according to word from Washington. The Farmington bank is one of the few state banks in Michigan to be accepted into the system since the wholesale bank closings a year and a half ago. The local bank received its charter only four months ago.

Schools Weather
School district treasurers throughout this area were receiving their district's share of the state's primary school money this week. Farmington received up to \$13,000 on the basis of 1,702 children at a rate of \$7.81 per child.

An auto accident, caused by an unknown driver, caused the death of three persons Sunday night on Grand River road four miles west of Farmington, reported the Oakland county sheriff's department. Deputy Joseph DeVriendt investigated the accident.

Football
The 1934 edition of the Farmington high school football team will swing into action Friday afternoon. Coach H. B. Krammer has high hopes. Chuck Lee has been shifted to full-back. (Neither sports reporting nor a coach's outlook has changed appreciably in a quarter of a century. See last week's sports page.—Ed.)

10 Years Ago
Sept. 22, 1949

Further Back
From 23 years ago (Sept. 19, 1926): Wooden water mains on Grand River are being replaced with iron pipe, from Power to Warner.

For Better Roads
Immediate action will be taken by the Farmington Township Board to obtain emergency repair of roads in the township that are not already accepted by the Oakland county road commission. It was announced Tuesday at the board meeting. Ernest Blanchard, township supervisor, declined to make any definite promises as to what exactly would be done.

For Less Fires
Farmington is to have a fire-prevention ordinance. Accepted by the city commission Monday, the ordinance provides for the inspection of buildings, outlaws open fires in streets and alleys, and prohibits smoke or noxious odors. It also provides penalties for violations.

So Soon
In business only four weeks, Roy Rowe's Standard Service station at Cass and Grand River was robbed Monday night by an armed bandit who made off with \$50.

Prices
You could get a suit cleaned and pressed at Price cleaners for 75 cents, a pound of coffee for 41 cents at Conroy's Market, and view Abbott and Costello in "Africa Screams" at the Civic theater. A ten-inch TV set was selling for \$109 at the Pleasure and Leisure shop.

John Clappison Sells Insurance
Phone GR. 4-3511

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BOB ROZENBOOM SERVICE
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